

**Sell Sheet**  
**Vortex Cakes**





## ESTABLISHED TRUST

For nearly 100 years, customers have counted on Dawn Foods to help them grow their bakery businesses with the right mix of products, innovations, global perspectives and inspired bakery expertise. From corner bakeries to leading manufacturers, Dawn Foods helps our customers mark the moments in life that matter.

Cake and brownie comes together in one thrilling combination! A delicious twist on sweet favorites. There's nothing like the Vortex™ cake. Made with dual layers and flavors of cake and brownies and then decorated with a distinctive chocolaty truffle swirl, it's an unforgettable dessert that gives your bakery a distinct advantage.



### ..... Tuxedo .....

Turn any occasion into a special affair

- Rich chocolate fudge cake combined with fudgy chocolate brownie. Iced and filled with premium vanilla buttercreme, a chocolaty truffle swirl, accented with chocolate curls



### ..... Caramel .....

Offer a rich escape from the ordinary

- Rich chocolate fudge cake combined with fudgy chocolate brownie. Iced and filled with premium caramel buttercreme, a chocolate truffle swirl, accented with chocolate curls

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## Sell More Cakes

To maximize sales, offer a variety of celebration and dessert occasion cakes. Create various flavors, designs and sizes that appeal to a broad range of your customers' needs.

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# Seasonal Vortex™ Cakes

Make any occasion extra special any time of the year

## Neapolitan

Make spring celebrations even sweeter



- Moist vanilla cake combined with fudgy chocolate brownie. Iced and filled with premium strawberry buttercreme, a white truffle swirl, accented with chocolate curls
- Great for celebrating Mother's Day and spring

## Patriotic

Offer an all-American salute to summer



- Moist vanilla cake combined with red velvet brownie. Iced and filled with premium blue vanilla buttercreme, a white truffle swirl and red and white chocolate curls
- A delicious way to celebrate your patriotism

## Harvest

Treat them to a new fall tradition



- Moist vanilla cake combined with fudgy chocolate brownie. Iced and filled with premium vanilla buttercreme, a chocolaty truffle swirl and chocolate curls
- A special treat for any fall occasion

## Red Devil

Make winter or Valentine's Day magical



- Moist red velvet cake combined with fudgy chocolate brownie. Iced and filled with premium red vanilla buttercreme, a chocolaty truffle swirl, accented with chocolate curls

## TASTE TREND:

### Mash-up Mania

Today's consumers have a taste for new food adventures and unexpected flavor combinations. With a tempting mash-up of cake and brownie, Dawn's Vortex cakes are created to satisfy exactly what your bakery customers are craving.



# VORTEX™ CAKES

There are so many reasons you'll want to offer these unique, delicious and ready-to-sell cakes

## FEATURES & BENEFITS

- **Eye-Catching Design**  
Drives impulse purchases
- **Ready-to-Sell**  
No need to decorate, saving you time and labor costs with five days refrigerated and ambient shelf life
- **Cake and Brownie Layer**  
Brings together two favorites into one delicious and unexpected dessert
- **Flavor Favorites**  
Promotes year-round selling and repeat sales



## Specifications

	Outside UPC #	Item #	Description	Unit of Sale	Case Count	Case Cube	Serving Size	Net Wt	Gross Wt	Tie	Tier	Pallet Count
	02951923814-8	02325290	Tuxedo Vortex™ Two-Layer Cake	Case	6	1.388 cu ft	79 g	15.75 lbs	18.65 lbs	10	5	50
	02951923811-7	02325266	Red Devil Vortex™ Two-Layer Cake	Case	6	1.388 cu ft	79 g	15.75 lbs	18.65 lbs	10	5	50
	02951923799-8	02325141	Caramel Vortex™ Two-Layer Cake	Case	6	1.388 cu ft	79 g	15.75 lbs	18.65 lbs	10	5	50
	02951923816-2	02325373	Neapolitan Vortex™ Two-Layer Cake	Case	6	1.388 cu ft	79 g	15.75 lbs	18.65 lbs	10	5	50
	02951923770-7	02324135	Patriotic Vortex™ Two-Layer Cake	Case	6	1.388 cu ft	79 g	15.75 lbs	18.65 lbs	10	5	50
	02951923797-4	02325125	Harvest Vortex™ Two-Layer Cake	Case	6	1.388 cu ft	79 g	15.75 lbs	18.65 lbs	10	5	50
	02951923743-1	02323393	Polar Vortex™ Two-Layer Cake	Case	6	1.388 cu ft	79 g	15.75 lbs	18.65 lbs	10	5	50



### Contact

While you're concentrating on bringing joy to your customers, we're bringing you the solutions that make your job easier.

**Do you have more questions about our products? We've got the answers and more.**  
Contact us at **1.800.248.1144** or go to **dawnfoods.com**.

